



# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, January 9, 2001

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

**tel**

213.746.9577

**fax**

213.746.7876

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	x	
<i>Eska Wilson</i>	x	
<i>James R. Gilson</i>	x	
<i>Margaret Farnum</i>	x	
<i>Eloise Helwig</i>	x	
<i>Steve Needleman</i>		x
<i>Andy Stamatini</i>	x	
<i>Lola Nix</i>		x
<i>Scott Dobbins</i>		x
<i>Deborah James</i>		x
<i>David Nisenbaum</i>	x	
<i>Steve Miller</i>	x	
<i>Father David Pansini</i>		x
<i>Albert A. Salah</i>	x	
<i>James Meyer</i>	x	
<i>Fred Yadegar</i>	x	
<i>Peter W. Dauterive</i>	x	
<i>Alex Guillen</i>		x
<i>Leonard Shenkin</i>	x	
<i>Joseph Zanetta</i>	x	
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>		x
<i>David Roberts, Field Representative, CD 9</i>	x	
<i>John Sheppard, Field Representative, CD 8</i>		x
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		x
<i>Julie Nelson, Captain, Southwest Division, LAPD</i>		x
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Steve Gibson, Executive Director</i>	✓	
<i>Aaron Aulenta</i>	x	

### I. CALL TO ORDER

The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

A.) A. Bingham Cherrie convened the meeting at 12:13 p.m.

## **II. APPROVAL OF MINUTES**

A. Bingham Cherrie moved to approve the 12/12/00 Board of Directors meeting minutes. Eska Wilson seconded, which passed.

## **III. FINANCIAL REPORT** (*Eska Wilson*)

Eska Wilson distributed a FCP financial report as of January 9, 2001. Overall FCP is not too far off from where we budgeted. FCP achieved its goal by spending the previous year's unexpended funds.

Jim Gilson- asked how the cash flow was?

Eska Wilson- responded fine.

Steve Gibson-added that our 1<sup>st</sup> installment from the city is due later this month for our most recent assessments.

MOTION: To accept the Treasurer's report.

Moved by: David Nisenbaum

Seconded by: Leonard Shenkin

Passed: Yes

## **IV. COMMITTEE REPORTS**

### **A. Marketing Committee Report** (*Eloise Helwig*)

-Newsletter Information- Articles for the February newsletter are due by January 15<sup>th</sup>.

The assignments for the newsletter are as follows;

*Corridor News*

AAA's 100<sup>th</sup> Anniversary (Lola Nix)

FCP Staff Party (Darryl Holter)

Figueroa Corridor of Lights (Eloise Helwig)

Lighting of the Coliseum Torch (Photo w/caption by Margaret Farnum)

Orthopaedic Hospital Party (Eloise Helwig)

Natural History Museum Staying (Alison Jefferson,VXR)

*Neighbors Section*

37<sup>th</sup> St. Mercado (Eloise Helwig)

Ward AME Church Domestic Violence Shelter (Valencia Roner, VXR)

*Local Property Updates*

Neighborhood Housing (Valencia Roner)

Zemeckis Digital Film Center @ USC (A. Bingham Cherrie)

Shrine Renovation (Andy Stamatina)

*Save the Date*

Blooming of the Roses (April 19<sup>th</sup>)

Clean-up Day (April 28<sup>th</sup>)

Annual Meeting (March 13<sup>th</sup>)

*Member Profile*-will be Lola Nix, AAA

*President's Message*

*Director's Message*

Steve Gibson-Suggested at last marketing committee meeting that a matrix for the next newsletter be developed to make the project more efficient.

Albert Salah-Wanted to include the childrens Christmas at the Radisson in the newsletter, he will prepare this & give it to the office.

-Margaret Farnum spoke about the Blooming of the Roses event to be held on April 19<sup>th</sup>-Sunday, April 22<sup>nd</sup>.

April 19<sup>th</sup> Thursday is the opening ceremony w/invited guest, seniors, elected officials.

April 20<sup>th</sup> Friday hopefully will be a children's event.

April 21<sup>st</sup> Saturday will be a Rose Garden lecture by Tom Sitton, botanist from the Natural History Museum.

April 22<sup>nd</sup> Sunday will feature Music in the Rose Garden.

-Margaret Farnum requested \$500.00 from the Board for the Rose Garden Event

**MOTION:** For \$500 contribution to Blooming of Roses Event

**Moved by:** Eloise Helwig

**Seconded by:** A. Bingham Cherrie

**Vote:** Approved

**Reminder-Spring Clean-up Day is on April 28<sup>th</sup>**, this occurs twice a year, once in the spring and once in the fall.

**B. Executive Committee Report** (Darryl Holter)

-Annual meeting will be on Tues. March 13<sup>th</sup> @ 4:00 PM, checking on AAA to host the event. The annual meeting will take the place of the regularly scheduled Board meeting. Invitations will be sent to all property owners.

-Holiday Party Report-the event at the Radisson went well. The ambassadors and clean team members spoke about how much the FCP meant to them and how it has changed their lives.

-Organizational Structure for FCP was discussed in Executive Session by the Board. (See item VII.)

## **V. CHAIRMAN REPORT** *(Darryl Holter)*

-Epstein v. Hollywood BID, Epstein sued the Hollywood BID on the Brown Act, which is the open meeting law. We support a decision affirming that FCP meetings are not subject to the Brown Act. The petition for a rehearing was granted, this could possibly void the original decision.

Two things need to be considered with this case; 1.) Legal action to monitor activity

2.) Preparations should be made to be represented in Sacramento.

FCP needs to stay involved in the case. A coalition has been formed amongst other BIDs and are represented by John Lambeth.

**MOTION:** To commit \$500 for this legal effort.

**Moved by:** Margaret Farnum

**Seconded by:** Joseph Zanetta

**Vote:** Approved

Eska Wilson-FCP needs to monitor what John Lambeth is actually doing.

Steve Gibson-We will get complete accounting of action taken with money.

## **VI. EXECUTIVE DIRECTORS REPORT** *(Steve Gibson)*

1.) Clean Team Truck-Have another one lined up.

2.) Toco System-Almost operational

3.) Staffing Issues-With Burns, continual problems finding ambassadors

4.) Holiday Party Update-Concurred with comments made by Darryl.

5.) Insurance Renewal

**MOTION:** In favor of renewing D & O insurance

**Moved:** Eloise Helwig

**Seconded:** Peter Dauterive

**Vote:** approved

## **VII. NEW BUSINESS** *(Darryl Holter)*

-FCP Board decision on new organizational structure/management. An Executive Session was held to discuss various alternatives for management service. There was a **Motion** to authorize the Executive Committee to negotiate an agreement for management services for the BID with Main Street Group based on the proposal submitted by Main Street Group dated January 10, 2001 and for the Chair to execute agreement as negotiated.

**Moved: A. Bingham Cherrie**

**Seconded: James Gilson**

**Vote: Approved**

-On Marketing Services a **MOTION:** To use VXR (marketing firm) through January.

**Moved: Albert Salah**

**Seconded: Leonard Shenkin**

**Vote: approved**

-ALS society meeting, Darryl Holter couldn't make next meeting, wanted to see if anyone from FCP could.

-Angels Walk, Darryl passed out a memo on how to keep the proposal alive. As of now the two Figueroa proposals are separate, there will be an effort to merge the two. The Transportation Committee needs to view this as one project. There is \$60,000 in overmatch, but we still need support from FCP entities.

## **VIII. ADJOURNMENT**

There being no further business of the Board of Directors, the meeting was adjourned at 1:35 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: A. Bingham Cherrie

Seconded by: Eska Wilson

Vote: Passed

Approved this 9<sup>th</sup> Day of January, 2001.

---

Darryl Holter, Chair

**ATTEST:**

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Steve Gibson, Executive Director



# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, February 13, 2001

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Suite 207

Los Angeles, California 90037

**tel**

213.746.9577

**fax**

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BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	x	
<i>Eska Wilson</i>	x	
<i>James R. Gilson</i>	x	
<i>Margaret Farnum</i>	x	
<i>Eloise Helwig</i>	x	
<i>Steve Needleman</i>	x	
<i>Andy Stamatina</i>	x	
<i>Lola Nix</i>		x
<i>Scott Dobbins</i>		x
<i>Deborah James</i>		x
<i>David Nisenbaum</i>	x	
<i>Steve Miller</i>	x	
<i>Father David Pansini</i>	x	
<i>Albert A. Salah</i>	x	
<i>James Meyer</i>		x
<i>Fred Yadegar</i>		x
<i>Peter W. Dauterive</i>		x
<i>Alex Guillen</i>		x
<i>Leonard Shenkin</i>	x	
<i>Joseph Zanetta</i>	x	
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	x	
<i>David Roberts, Field Representative, CD 9</i>	x	
<i>John Sheppard, Field Representative, CD 8</i>		x
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		x
<i>Julie Nelson, Captain, Southwest Division, LAPD</i>		x
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Steve Gibson, Executive Director</i>	✓	
<i>Aaron Aulenta</i>	x	

### I. CALL TO ORDER

The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.



A.) Darryl Holter convened the meeting at 12:11 p.m.

## **II. APPROVAL OF MINUTES**

Margaret Farnum moved to approve the 1/9/01 Board of Directors meeting minutes. Father David Pansini seconded, which passed.

## **III. FINANCIAL REPORT** *(Eska Wilson)*

Eska Wilson distributed a FCP financial report as of February 6, 2001. No assessments have been collected yet, and the expenses are beginning to come in. Eska also distributed a FCP financial report for the year ended December 31, 2000. The amount of assessments brought in were the highest ever for FCP. FCP was over budget on Security and Maintenance in 2000. More money is in the budget this year for expenditures. FCP's financials have gone to an outside firm for year-end audit.

MOTION: To accept the Treasurer's report.

Moved by: A. Bingham Cherrie

Seconded by: Leonard Shenkin

Passed: Yes

## **IV. COMMITTEE REPORTS**

### **A. Marketing Committee Report** *(Eloise Helwig)*

-Newsletter Information-a discussion of different cost matrix's for our upcoming newsletters printing costs occurred. Costs will be 50% cheaper if we go with the shell idea, which means printing a years worth of color shells on one large piece of paper, and going back to this shell with each newsletter and plugging in the black/white text. This is opposed to printing a shell with text each printing, which is pricier.

-Steve Gibson recommends the shell idea, which will be more efficient.

-Photographs for the next newsletter should be in black and white then.

-We are one of the major sponsors for the Blooming of Roses event. The FCP will be involved in the opening ceremony and senior luncheon. The other Exposition Park entities will take care of the event planning for the next three days.

-Eloise Helwig mentioned that the Downtown Breakfast Club has nominated the Rose Garden for a Roses and Lemon award.

-The Mercado de La Paloma is now open on 3655 S. Grand, this is on the border of our district.

-Articles for the next newsletter are due by April 15<sup>th</sup> to the FCP office.

## **V. CHAIRMAN REPORT** *(Darryl Holter)*

-LA Walks project is finally materializing. This will help both the corridor and Angel's Walk too, as well as integrate FCP with the rest of Downtown Los Angeles. One interesting aspect of the project is the fact that DOT thinks the vehicle signs that the design team has come up with are illegal and don't conform to regulations such as color. This shouldn't be a problem once it's worked out with the city.

## **VI. EXECUTIVE DIRECTORS REPORT**

-Insurance Renewal-lowered the cost by \$ 519.00 on Directors and Liability Insurance.

-New Maintenance Truck is due any time, Chrysalis is working on this. Our old truck that was purchased for \$ 1.00 was donated to Cars for Causes with proceeds from the sale going to the John Tracy Clinic.

-Renewed the contract with Chrysalis, there is a slight increase in labor costs due to minimum wage/workers compensation.

-FCP has just begun to do quarterly security awards for the ambassadors. Burns paid for a nice plaque and will give the chosen ambassador a check equivalent to a paid day off.

-FCP recently cleaned up Lebanon Alley removing trash and graffiti that was visible from the Chevron parking lot on Washington.

-The board packet that was faxed out before the meeting is something that will continue from now on.

## **VII. NEW BUSINESS** *(Darryl Holter)*

-Board Members discussed current events in regards to their organizations and our District:

-James Gilson spoke about the Natural History Museum's decision to stay in Exposition Park.

-Margaret Farnum spoke about the XFL's influence on the Coliseum and our District. Margaret said she hoped the NFL would see the attendance figures so far and realize LA is a viable option for an NFL team.

-David Roberts Announced that Feb. 21<sup>st</sup> was the groundbreaking of the Old Swim Stadium in Expo Park that is being converted into a state of the art intergenerational community center. He mentioned a new Targeted Neighborhood Initiative, the West Adams TNI. The last TNI brought 3 million dollars over 4 years to the West Expo area. David Roberts also helped rescue a project that gives our area \$800,000 for streetscape improvements.

-Robert Taylor announced a few upcoming events: Feb. 28<sup>th</sup> Soul Train Awards at the Shrine, Mar. 1<sup>st</sup> is the grand opening of the Robert Zemeckis Digital Film Center, and Mar. 4<sup>th</sup> the LA marathon/bike tour. He also announced which streets were to be closed.

## **VIII. ADJOURNMENT**

There being no further business of the Board of Directors, the meeting was adjourned at 1:16 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Eska Wilson

Seconded by: Steve Needleman

Vote: Passed

Approved this 13<sup>th</sup> Day of February, 2001.

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Darryl Holter, Chair

### **ATTEST:**

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Steve Gibson, Executive Director



# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, April 10, 2001

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

**tel**

213.746.9577

**fax**

213.746.7876

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	x	
<i>Eska Wilson</i>	x	
<i>James R. Gilson</i>		x
<i>Margaret Farnum</i>	x	
<i>Eloise Helwig</i>	x	
<i>Steve Needleman</i>	x	
<i>Andy Stamatina</i>		x
<i>Lola Nix</i>		x
<i>Scott Dobbins</i>		x
<i>Deborah James</i>		x
<i>David Nisenbaum</i>		x
<i>Steve Miller (Martha Peal in his place)</i>	x	
<i>Father David Pansini</i>	x	
<i>Albert A. Salah</i>		x
<i>James Meyer</i>		x
<i>Fred Yadegar</i>		x
<i>Peter W. Dauterive</i>		x
<i>Alex Guillen</i>		x
<i>Leonard Shenkin</i>	x	
<i>Joseph Zanetta</i>	x	
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	x	
<i>David Roberts, Field Representative, CD 9</i>	x	
<i>John Sheppard, Field Representative, CD 8</i>		x
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		x
<i>Julie Nelson, Captain, Southwest Division, LAPD</i>	x	
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Steve Gibson, Executive Director</i>	✓	
<i>Aaron Aulenta</i>	x	

### I. CALL TO ORDER

The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

A.) Darryl Holter convened the meeting at 12:20 p.m.

## **II. ALS Diamond Walk**

Debbie Klein and Liz Bluestein spoke to the Board to inform them of the ALS Diamond Walk that will be going through the Figueroa Corridor on October 6, 2001. They passed out information on the event, as well as a map of the route.

## **III. APPROVAL OF MINUTES**

Margaret Farnum moved to approve the 2/13/01 Board of Directors meeting minutes. Steve Needleman seconded, which passed.

## **IV. FINANCIAL REPORT** *(Eska Wilson)*

Eska Wilson distributed a FCP financial report for the first quarter of 2001 with a proposed revised budget. This is proposed to make up for some of the increases in security and maintenance costs. The total expenditures will increase from \$ 521,225 to \$ 539,690. Also attached is a proposal for cutting one night a week from security, making it six nights instead of seven nights a week.

MOTION: For the alteration of FCP budget

Moved by: Father Pansini

Seconded by: Leonard Shenkin

Passed: Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report** *(Eloise Helwig)*

-The Blooming of the Roses Festival is coming up, beginning on April 19 with the opening ceremony, going through the weekend until April 22. The corridor is sponsoring the opening ceremony and invitations have been sent out. Alison Jefferson of VXR has sent out press kits to various media outlets.

-Clean-up day is on Saturday, April 28 this year from 8 to 12pm. We will be re-painting a wall in back of the strip mall on Figueroa and Adams that has old patches covering up the past graffiti. Notices to attend will be sent out soon.

-The deadline for articles for the next newsletter will be on April 15<sup>th</sup>. USC and The Roses Festival will be the cover stories. Bob Taylor will be the board member profile on the back. Darryl's column will include the annual meeting among other things. All articles should be sent to the Figueroa Corridor offices.

### **B. Executive Committee Report** *(Darryl Holter)*

-A number of the items covered are discussed in the other reports.

## **VI. CHAIRMAN REPORT** *(Darryl Holter)*

-BID Legal Issues relating to the Epstein case. The question that arises from this case is if Board of Director members of BID's are considered public officials? This issue will go to City Council. We don't agree that the City created FCP and we thought we were a privately run agency. If Board members are deemed public officials this could create a huge problem for BID's. There are 2 ways to deal with this issue. One is to file a Friend of the Court brief in support of our position to be taken to the Supreme Court, though only 3 percent of the cases are taken.

**MOTION:** To support this Amicus brief

**Moved By:** A. Bingham Cherrie

**Seconded By:** Steve Needleman

**Passed:** Yes

The second way to deal with Board members becoming public officials is to change the state legislation. This will require some Board Members to actively lobby on the BID's behalf. Steve Gibson is also part of the legislative steering committee working on this.

-MTA Light Rail Project-

Bingham Cherrie made a presentation on the Exposition Light Rail Project sponsored by the MTA. The MTA is looking at making a choice between two modes of transportation, light rail or rapid bus. The rapid bus system would use buses spaced 90 seconds apart and use Exposition and Figueroa as the route. The light rail system would also use Exposition, but would continue east under the 110 freeway and turn north on Hill St. to connect with the Blue Line and enter downtown.

Discussion centered around the safety issues of having either buses or light rail above ground for the portion of Exposition between Vermont and Figueroa. Concern was also expressed over adding buses every 90 seconds to Figueroa. The Board passed the following motion in support of the project:

**MOTION:** The Figueroa Corridor is in support of the Exposition Light Rail Project providing that the rail line is below grade between Vermont and Figueroa. The Board cannot support a rapid bus system that uses Exposition east of Vermont and Figueroa as part of the route and suggests MLK and Hill St. as an option for the Rapid Bus.

**Moved By:** Margaret Farnum

**Seconded By:** A. Bingham Cherrie

**Passed:** Yes



## **VII. EXECUTIVE DIRECTORS REPORT**

-Lt. Mike Lucero left FCP, Sgt. Alex Palacios become the new Lt., Omar Quintanilla was promoted to the Senior Lead Officer position, and we eliminated the Sgt. Position.

-Clean-up Day is on April 28<sup>th</sup>.

-We have an additional six people from Chrysalis(maintenance) working full time for two weeks through a City grant. We have a list of special beautification projects they will be working on to further improve the corridor.

-We will be painting the Clean Team truck teal and placing our logo on the side.

-Winter newsletter is out and was distributed to local businesses, as well as mailed to non-bid members.

## **VIII. NEW BUSINESS** *(Darryl Holter)*

-Health Insurance offered by Burns Security: This issue was brought up at the Annual meeting and looked into after that. We originally agreed to pay for 50% of the ambassador's health care once employed by us for six months. This was last offered in June 2000, but hasn't been since. Therefore FCP will be re-offering this now.

-The Saturday before Mother's Day, May 12<sup>th</sup> is the Revlon run which will affect traffic in our district. FYI's will be sent out beforehand to all businesses.

## **VIII. ADJOURNMENT**

There being no further business of the Board of Directors, the meeting was adjourned at 1:24 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Leonard Shenkin

Seconded by: Eska Wilson

Vote: Passed

Approved this 10<sup>th</sup> Day of April, 2001.

---

Darryl Holter, Chair

**ATTEST:**

---

Steve Gibson, Executive Director



# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, May 8, 2001

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Suite 207

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tel

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BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	x	
<i>Eska Wilson</i>	x	
<i>James R. Gilson</i>	x	
<i>Margaret Farnum</i>	x	
<i>Eloise Helwig</i>	x	
<i>Steve Needleman</i>	x	
<i>Andy Stamatina</i>	x	
<i>Lola Nix</i>		x
<i>Scott Dobbins</i>		x
<i>Deborah James and Justin Ruthven</i>	x	
<i>David Nisenbaum</i>	x	
<i>Steve Miller</i>	x	
<i>Father David Pansini</i>		x
<i>Albert A. Salah</i>		x
<i>James Meyer</i>	x	
<i>Fred Yadegar</i>	x	
<i>Peter W. Dauterive</i>		x
<i>Alex Guillen</i>		x
<i>Leonard Shenkin</i>	x	
<i>Joseph Zanetta</i>		x
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	x	
<i>David Roberts, Field Representative, CD 9</i>	x	
<i>John Sheppard, Field Representative, CD 8</i>		x
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		x
<i>Julie Nelson, Captain, Southwest Division, LAPD</i>		x
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Steve Gibson, Executive Director</i>	✓	
<i>Aaron Aulenta</i>	x	

### I. CALL TO ORDER

The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

A.) Darryl Holter convened the meeting at 12:10 p.m.

## **II. APPROVAL OF MINUTES**

Steve Needleman moved to approve the 4/10/01 Board of Directors meeting minutes. Margaret Farnum seconded, which passed.

## **III. FINANCIAL REPORT** *(Eska Wilson)*

One installment from the City has come in so far. We have enough cash to last for a while, with 3 more installments due in soon. After trimming security costs the expenses are running as expected. We have until June 1<sup>st</sup> to decide if FCP should increase the assessments collected by 3 %.

MOTION: To request the Advisory Board to increase assessments 3 % for the 2001/2002 fiscal year.

Moved by: A. Bingham Cherrie

Seconded by: Fred Yadegar

Passed: Yes

MOTION: To accept Financial Report

Moved by: Eloise Helwig

Seconded by: Steve Needleman

Passed: Yes

## **IV. COMMITTEE REPORTS**

### **A. Marketing Committee Report** *(Eloise Helwig)*

-The Blooming of the Roses Festival was a success this year. The publicity accomplished by our marketing staff created a lot of exposure for FCP, and the festival seems to be growing each year.

-The Blooming of the Roses event won a Roses Award at the Downtown Breakfast Club's annual Roses and Lemons Award Ceremony.

-Clean-up day for spring was on Saturday, April 28 and was also a success this year. The wall behind the shopping center on Figueroa and Adams, across from St. John's Church was painted.

-The marketing contract with VXR has been renewed until the end of the year.

-We are currently collecting information for spring newsletter articles.

-There is an open call for new marketing ideas to work on; the next marketing committee meeting is on Thursday, May 10<sup>th</sup> at 10:00 AM @ Orthopaedic Hospital.

## **V. CHAIRMAN REPORT** *(Darryl Holter)*

### **A. Exposition Light Rail Project-**

Figueroa Corridor Partnership sent the MTA a letter regarding our position on this issue. The Figueroa Corridor is in support of the Exposition Light Rail Project providing that the rail line is below grade between Vermont and Figueroa. The Board cannot support a rapid bus system that uses Exposition east of Vermont and Figueroa as part of the route and suggests MLK and Hill St. as an option for the Rapid Bus.

The CCA-Figueroa Corridor Committee & the CCA-Government relations committee voted to support the Figueroa Corridor's position on this.

There is no action to take on this project now.

### **B. Executive Committee Report-**

-All items covered in the last meeting have or will be covered in other reports.

-LA Commons TV show which broadcasts on Adelphia Cable featured Darryl Holter, Lt. Alex Palacios, and Clean Team Supervisor Alex Cervantes on their neighborhood round table discussion.

## **VI. EXECUTIVE DIRECTORS REPORT**

### **A. Pro-Active Security/Maintenance Programs-**

-Beginning later this month we will be implementing two new security programs. The first one is a night program for the Ambassadors, which will focus their attention to anything out of the ordinary with a particular building. For example if the property lights are out, we would leave a notice, and then follow-up the next day with another letter to make the business or property owner aware of the situation.

The second program's purpose is to prevent car burglaries in and around our district. We would do this by training our ambassador's to pay attention to what people leave in their parked cars. Cars with easily visible, valuable items such as CD's or cell phones, would receive a tag describing what was visible in the car. This will help to increase the awareness and encourage people to better secure their cars when parked. We are looking to include USC public safety in this program.

-Please let the FCP office know of any street or maintenance problems that we may not know of in the district.

## **B. Updated Proposed BID Legislation-**

New BID legislation, AB1021, is moving through the legislature. The main thrust of AB1021 is to reaffirm that BID's are private non-profit organizations, rather than public entities. Steve will be traveling to Sacramento on Wednesday to help lobby for this.

## **VII. NEW BUSINESS** *(Darryl Holter)*

-Steve Needleman is looking for signatures on a support letter for an ABC license for the Orpheum Theatre. One million has been spent so far on renovations. Steve also offered to host a future Board Meeting at the Orpheum.

-This coming Saturday before Mother's Day, May 12<sup>th</sup> is the Revlon run which will affect traffic in our district. FYI's will be sent out beforehand to all businesses.

-David Roberts passed out information on a Mother's Day celebration being held in the Rose Garden.

## **VIII. ADJOURNMENT**

There being no further business of the Board of Directors, the meeting was adjourned at 1:00 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Margaret Farnum

Seconded by: Eska Wilson

Vote: Passed

Approved this 10<sup>th</sup> Day of April, 2001.

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Darryl Holter, Chair

**ATTEST:**

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Steve Gibson, Executive Director



# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, July 12, 2001

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

tel

213.746.9577

fax

213.746.7876

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	x	
<i>Eska Wilson</i>	x	
<i>James R. Gilson</i>	x	
<i>Margaret Farnum</i>	x	
<i>Eloise Helwig</i>		x
<i>Steve Needleman</i>		x
<i>Andy Stamatina</i>	x	
<i>Lola Nix</i>		x
<i>Scott Dobbins</i>		x
<i>Deborah James and Justin Ruthven</i>	x	
<i>David Nisenbaum</i>		x
<i>Steve Miller</i>	x	
<i>Father David Pansini</i>		x
<i>Albert A. Salah</i>	x	
<i>James Meyer</i>		x
<i>Fred Yadegar</i>	x	
<i>Peter W. Dauterive</i>		x
<i>Alex Guillen</i>		x
<i>Leonard Shenkin</i>	x	
<i>Joseph Zanetta</i>	x	
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	x	
<i>David Roberts, Field Representative, CD 9</i>	x	
<i>John Sheppard, Field Representative, CD 8</i>		x
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		x
<i>Julie Nelson, Captain, Southwest Division, LAPD</i>		x
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Steve Gibson, Executive Director</i>	✓	
<i>Aaron Aulenta</i>	x	
<i>John Phillips/Hector Romero, Burns Intl. Security</i>	x	
<i>Doug Worthington, Shrine Auditorium</i>	☒	

### I. CALL TO ORDER

The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.



A.) Darryl Holter convened the meeting at 12:20 p.m.

## **II. AMBASSADOR OF THE QUARTER PRESENTATION**

Darryl Holter and John Phillips of Burns presented the Ambassador of the quarter award to Community Ambassador Juan Serrano for the 2<sup>nd</sup> quarter of 2001.

## **III. APPROVAL OF MINUTES**

Margaret Farnum moved to approve the 5/8/01 Board of Directors meeting minutes. Eska Wilson seconded, which passed.

## **IV. FINANCIAL REPORT** *(Eska Wilson)*

The updated budget reflects an adjustment to revenues based on last years receipts. We have received three payments from the City, totaling \$ 385,567. FCP's expenses are close to the budget.

MOTION: To accept Financial Report

Moved by: Steve Miller

Seconded by: Margaret Farnum

Passed: Yes

-On another note, the Advisory Board met on the Board's recommendation to increase the 2001/2002 assessments 3 % and approved the 3 % increase. The assessments collected next year will be \$ 453,000 from private property owners and \$ 43,000 from government entities, totaling \$ 501,000 if all the money is collected.

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report** *(Aaron Aulenta)*

-The spring newsletter has arrived and will be distributed.

-Articles for the summer newsletter have a deadline of July 15<sup>th</sup> for being into the FCP office. The marketing committee outlined some possible articles for the summer newsletter.

-Steve Gibson and Aaron Aulenta attended a meeting for the USC family of five schools newspaper. A possible marketing opportunity that might come out of this would be an event calendar pull-out that we possibly could sponsor. Darryl Holter, Steve Gibson, Aaron Aulenta, and Alison Jefferson also met with Lars Hansen, USC's new Director of Cultural Relations. This meeting yielded possibilities of a common marketing meeting amongst all of the District's entities. USC cultural relations are also working on a downtown map that has some possibilities.

-The ALS Diamond Walk is approaching in early October; we welcome any participants from the Board. Eloise Helwig has registration forms if needed.

## **VI. CHAIRMAN REPORT** *(Darryl Holter)*

### **A. Lakers/LAPD Preparations-**

-We met with Captain Stuart Maslain and Lt. Paul Geggie from LAPD on May 29<sup>th</sup>, as well as attended meetings at Central Police Station over the past few weeks. The philosophy is completely different from last year. LAPD is taking a no tolerance approach; they will be stopping the smallest infractions. They will be in full deployment with 50 officers just on Figueroa and Washington. We will have one of our community ambassadors in Central's command post to relay information from the ambassadors to LAPD. We have also altered our schedule to have our day and nightshifts overlap to have our ambassadors at full deployment.

### **B. Executive Committee Report-**

1. Chrysalis Paid Holidays- Most BID's do this; we haven't done it until now. The committee decided to give the six standard holidays off to employees; Christmas, New Year's, Thanksgiving, Memorial Day, and Veteran's Day. The cost of this wasn't prohibitive. We preferred to do paid holidays rather than free days.
2. Angels Walk Grant- The MTA grant to extend Angels Walk down to Exposition Park was successful. So we can start thinking about kiosk possibilities. The BID is committing \$5000 to this and we need a total of \$30,000. There is no action to take on the kiosks at the moment. Deanna Molloy from Angels Walk will come and speak at one of our future board meetings.
3. The August Board of Directors meeting has been cancelled.

**C. Other News-** It was agreed that the September Board Meeting would be a Strategic Planning Meeting. As we come to a close on our first five years it is time to look at what should we change, keep the same, and what new projects the BID should do in the next five years. The Board Retreat will be a half-day session from 9 to 12 at the Doheny Mansion on September 11<sup>th</sup>.

## **VII. EXECUTIVE DIRECTORS REPORT** *(Steve Gibson)*

**A. LAPD Relationships-** Over the past month we have begun to attend LAPD weekly crime control meetings for the Southwest Division (majority of our district) and Central Division (tiny portion above Washington). We are regularly attending Southwest's meetings and developing relationships with them. We are only partially attending Central's but have also developed relationships. We are currently working with Southwest on collecting trespassing arrest authorization forms, which recently expired, they keep a copy on hand and so do we.

**B. Wayfinding 2001 MTA Grant-** The Downtown LA walks wayfinding project qualified for a second grant, so the project will have more money. This gives the project opportunity to possibly expand in places, for example in the Figueroa Corridor area around Vermont/Hoover and University Village.

**C. Operations update-** Of the two new programs introduced last month the property alert portion is running, while the car program is set to begin any day now. The car program was delayed as a result of printing envelopes for the cards to be placed in. We are also currently working on a database of all the different types of business the Figueroa Corridor has to offer.

## **VII. NEW BUSINESS** *(Darryl Holter)*

-Dues to be part of the California BID Coalition, which deals with statewide legislation (Brown Act) and plays an important role to us. Darryl Holter recommends we pay the dues.

MOTION: To pay \$ 500.00 California BID Coalition Dues.

Moved by: A. Bingham Cherrie

Seconded by: Jim Gilson

Vote: Passed

-A suggestion for a meeting of the Flower Street Task Force. A meeting will be scheduled in the future.

-Darryl Holter shared an article from the Downtown News with new council member Jan Perry where she mentioned, "improving the Figueroa Corridor". We feel confident that we now have two council offices that understand FCP and BID's in general.

-Darryl Holter suggested doing an assessment of our district's infrastructure needs for example potholes, bent signs, etc. If every Board member and property owner did this then we could compile these needs and bring them to the counsel offices. We will come up with a form to use

## **VIII. ADJOURNMENT**

There being no further business of the Board of Directors, the meeting was adjourned at 1:20 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Darryl Holter

Seconded by: Eska Wilson

Vote: Passed

Approved this 12<sup>th</sup> Day of June, 2001.

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Darryl Holter, Chair

**ATTEST:**

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Steve Gibson, Executive Director



# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, July 10, 2001

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

tel

213.746.9577

fax

213.746.7876

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	x	
<i>Eska Wilson</i>	x	
<i>James R. Gilson</i>	x	
<i>Margaret Farnum</i>		x
<i>Eloise Helwig</i>	x	
<i>Steve Needleman</i>	x	
<i>Andy Stamatina</i>	x	
<i>Lola Nix</i>		x
<i>Scott Dobbins</i>		x
<i>Deborah James</i>	x	
<i>David Nisenbaum</i>		x
<i>Steve Miller</i>		x
<i>Father David Pansini</i>	x	
<i>Albert A. Salah</i>		x
<i>James Meyer</i>	x	
<i>Fred Yadegar</i>	x	
<i>Peter W. Dauterive</i>		x
<i>Alex Guillen</i>		x
<i>Leonard Shenkin</i>		☒
<i>Joseph Zanetta</i>		x
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	x	
<i>David Roberts, Field Representative, CD 8</i>	x	
<i>John Sheppard, Field Representative, CD 9</i>		x
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		x
<i>Julie Nelson, Captain, Southwest Division, LAPD</i>		x
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Steve Gibson, Executive Director</i>		x
<i>Aaron Aulenta</i>	x	

### I. CALL TO ORDER

The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

A.) Darryl Holter convened the meeting at 12:25 p.m.

## **II. PATRIOTIC HALL PARKING STRUCTURE**

James Meyer of Patriotic Hall discussed with the Board that the county plans to conduct a study to see if it is feasible to place a parking structure behind Patriotic Hall. He stated that there are not nearly enough parking spaces to support all the visitors to Patriotic Hall. He also wanted the FCP Board support on approval of a parking study.

**MOTION:** The Figueroa Corridor Partnership supports a study being conducted on placing a parking structure behind Patriotic Hall.

**Moved by:** Eska Wilson

**Seconded by:** Fred Yadegar

**Passed:** Yes

## **III. APPROVAL OF MINUTES**

Eska Wilson moved to approve the 6/12/01 Board of Directors meeting minutes. James Meyer seconded, which passed.

## **IV. FINANCIAL REPORT** *(Eska Wilson)*

FCP's expenses are close to the budget. We have used 46% of the budget and we're half way through the year. Burns security is paid up to the last week of June and maintenance is paid through the end of May.

**MOTION:** To accept Financial Report

**Moved by:** Father David Pansini

**Seconded by:** Steve Needleman

**Passed:** Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report** *(Eloise Helwig)*

-The summer newsletter is deadline is July 15th; the marketing committee is working on putting the articles together. There is a marketing meeting schedule for 10 am tomorrow for all who would like to attend. We are always open to new ideas for possible projects. The ALS Diamond Walk is approaching in early October on the 6th we welcome any participants from the Board. If you would like to participate, contact the FCP office.



## **VI. CHAIRMAN REPORT** *(Darryl Holter)*

- A. There is no Board Meeting schedule for August and the next Board meeting will be part of a half-day strategic planning session to be held at Mount St. Mary's from 8am to 1:30pm. We will be discussing the BID renewal process, as well as assessing our situation and where we go from here.

**B. Downtown LA Walks Presentation** *(Darryl Holter/Aaron Aulenta)*

An overview of the Downtown LA Walks wayfinding program was given to the Board, as well as an update on where the program is at. Presented were Districts(13), Destinations(Super, Major, Secondary, Other), Rankings(Vehicle, Pedestrian, Map) Icons(FCP's is a car w/palm trees), and current mock-ups of possible signs. The Figueroa Corridor's specific icon was shown, as well as the specific destinations that will be signed within the district, how these are ranked and how many letters can be fit onto a specific sign. The signs will hopefully be showing up on the streets sometime after the first of the year.

## **VII. EXECUTIVE DIRECTORS REPORT** *(Aaron Aulenta)*

- A. Operations update- The Vehicle information cards and the Nighttime building check programs are both going well, examples of some of the filled out cards were passed around. Both of these programs were started about a month ago. FCP recently distributed a checklist form to all business and property owners in the district to help us inventory the infrastructural problems we have within our district. For example potholes, or broken curbs. The response to these forms so far has been outstanding, and examples of these returned forms were passed around as well. We encourage anyone who hasn't yet filled one out to do so as soon as possible and return them to the FCP office. FCP plans on compiling these forms and bringing them to our City Council representatives to get their help on fixing these problems in a more timely fashion. LAPD Southwest Division is planning on performing a shopping cart sweep in our district soon. Our Ambassadors and Clean team will assist them by picking up the carts. The reason for this sweep would be to look for possible suspects to car break-ins who hide their tools in their carts.

## **VIII. NEW BUSINESS** *(Darryl Holter)*

-Darryl Holter approached the Board about hosting the September 25<sup>th</sup> Confederation of Downtown Associations meeting. The Confederation is made up of the other Downtown Los Angeles BID's, and helps to enable the group to act together and go after such items as grants. FCP pays \$500 to belong.

MOTION: To cover the cost of hosting a Confederation meeting using the travel expense portion of the budget.

Moved by: A. Bingham Cherrie

Seconded by: Eloise Helwig

Vote: Passed

-The swearing in for new Councilmember Jan Perry is tomorrow from 8:30AM to 11:00AM at 1401 S. Central.

-The use of the Figueroa Corridor for special events was discussed. There have been a number of events held in the Corridor of late, in turn closing portions of Figueroa St. for periods of time. In some cases this has a negative impact for businesses with customers not being able to reach their destination. The question becomes is business getting an advantage or not with these events being held here. Originally the thought was that we did have an advantage for events being held here to help with our perception. An economic development committee found that events helped bring people into an area that had a bad image before, and changed their perception. Proper notification of these events was also brought up. Currently we receive notification a week ahead of time from LADOT on events and street closures. We would like to find a way to learn about the events when they are originally planned and to have a say in scheduling so that it doesn't disrupt business. Next meeting we should review the steps as to how a person or entity can go about scheduling an event.

## **VIII. ADJOURNMENT**

There being no further business of the Board of Directors, the meeting was adjourned at 1:15 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Eska Wilson

Seconded by: James Meyer

Vote: Passed

Approved this 10<sup>th</sup> Day of July, 2001.

---

Darryl Holter, Chair

### **ATTEST:**

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Steve Gibson, Executive Director



# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 11:00 AM, Tuesday, October 9, 2001

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

**tel**

213.746.9577

**fax**

213.746.7876

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	x	
<i>Eska Wilson</i>	x	
<i>James R. Gilson</i>	x	
<i>Margaret Farnum</i>	x	
<i>Eloise Helwig</i>	x	
<i>Steve Needleman</i>		x
<i>Andy Stamatina</i>	x	
<i>Lola Nix</i>		x
<i>Scott Dobbins</i>		x
<i>Deborah James</i>		x
<i>David Nisenbaum</i>		x
<i>Steve Miller</i>		x
<i>Father David Pansini</i>		x
<i>Albert A. Salah</i>	x	
<i>James Meyer</i>		x
<i>Fred Yadegar</i>	x	
<i>Peter W. Dauterive</i>		x
<i>Alex Guillen</i>		x
<i>Leonard Shenkin</i>		☒
<i>Joseph Zanetta</i>	x	
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	x	
<i>David Roberts, Field Representative, CD 8</i>	x	
<i>Jan Perry's office, Field Representative, CD 9</i>		x
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		x
<i>Julie Nelson, Captain, Southwest Division, LAPD</i>		x
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Steve Gibson, Executive Director</i>	x	
<i>Aaron Aulenta</i>	x	

### I. CALL TO ORDER

The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

A.) Darryl Holter convened the meeting at 11:20 a.m.

## **II. PUBLIC COMMENT ON AGENDA ITEMS**

There were no public comments, except for a discussion on this accommodating the rules of the Brown Act.

## **III. APPROVAL OF MINUTES**

Approval of the July Board Minutes was postponed until the November 13<sup>th</sup> meeting because a quorum could not be reached.

## **IV. FINANCIAL REPORT** *(Eska Wilson)*

FCP's expenses are close to the budget. We have collected \$ 459,409 out of the \$ 477,920 that was budgeted. Burns security and Chrysalis maintenance are paid through the end of August. These both are within budget. All the other items are within budget as well or the overages are small enough not to cause alarm.

MOTION: To accept Financial Report has to be postponed until next meeting because a quorum could not be reached.

**Due to the strategic planning session immediately following the Board meeting there will not be a chairman's report or an executive director's report.**

## **VIII. NEW BUSINESS** (Darryl Holter/Steve Gibson)

-There was a discussion of the Brown Act (the open meeting law) and what it means to our BID. We discussed the public comment portion of the meetings and the postings that are required before meetings. There was a question if we also need to post notices for the sub-committee meetings, for example the marketing meeting. The point was brought up that decisions aren't made at these meeting they're just recommendations to the Board.

-The point was brought up to revisit the quorum by-laws at the next executive committee meeting.

## **VIII. ADJOURN**

To the Strategic Planning Meeting at 11:30 am.

## **I. OVERVIEW OF BID RENEWAL PROCESS**

## **II. VISION FOR THE FIGUEROA CORRIDOR...what do we see in the next 10 years.**

-Darryl Holter first passed out the attached document, *"The Figueroa Corridor and the Future"*. This document provides a historic perspective of the corridor and the changes it has already gone through. Also included is what we can possibly expect for the Corridor in the future and key issues the BID could focus on in the future. ***\*Please see attached pages.***

-Steve Gibson next had all the members that were present list what they see happening in the Figueroa Corridor in the next 10 years. These projects mentioned are listed below.

- ❑ Light Rail
- ❑ New USC Sports Complex
- ❑ Expanding Natural History Museum
- ❑ Exposition Park parking lots
- ❑ Exposition Park Master Plan-Phase 2
- ❑ New LAUSD Science School K-5<sup>th</sup>
- ❑ New Community Center @ MLK/Vermont
- ❑ Staples Impact? Hotel? More Residential in South Park
- ❑ Mosque Community Center and Education @ Vermont/Exposition
- ❑ Redesign of Vermont btwn. MLK and Exposition
- ❑ Retail on Figueroa improving, expanding
- ❑ Adaptive Reuse of Orthopaedic Hospital- multidiscipline school, handicap park, bio-med research facility
- ❑ Renewed Sports Arena, Profitable Coliseum, NFL team?
- ❑ Shrine Auditorium, Royal St. redo, upgrade interior, parking structure
- ❑ More pride in Residential
- ❑ Mount St. Mary's weekend school for teacher education
- ❑ Mount St. Mary's Infant and Child Care Center
- ❑ Changes to Vermont
- ❑ Less Residential on Figueroa

### III. REVIEW CURRENT MANAGEMENT PLAN, PROGRAMS AND BUDGETS

Budget items	2001(current)	2002(3% increase)	2003(new BID) Working numbers
A. Maintenance	\$100,000.00	\$103,000.00	\$150,290.00
B. Security	\$265,000.00	\$272,950.00	\$304,750.00
C. Marketing	\$50,000.00	\$51,500.00	
D. Administration	\$114,690.00	\$118,131.00	
E. Special Programs	\$10,000.00	\$10,300.00	
<b>Total Budget</b>	<b>\$539,690.00</b>	<b>\$555,881.00</b>	

F. Boundaries- Currently along Figueroa/Flower from 10 freeway to MLK.

G. Assessment Methodology- Frontage assessed with separate rates on Figueroa, Flower, and other streets.

H. Term- Current term runs five years.

***\*Attached are the security and maintenance reports for 2001.***

### IV. CHANGES TO CURRENT PROGRAMS AND BUDGETS

Do we want to do anything differently in the next 5-10 years to fulfill the vision?

-Before we got into the proposed budgets for security and maintenance the question was asked if there were any issues on how FCP provides service? The answer was no.

Working numbers to begin discussing a new security and maintenance budget for 2003(new BID) are as follows;

	2003(new BID)
A. Maintenance	\$150,290 (this is assuming FCP doesn't have 2 employee grants)
B. Security	\$304,750

-A cost increase sheet was passed out detailing the entry rate level of pay for security and maintenance and how this has increased and will need to by 2003. We are currently in accordance with the living wage ordinance at our current rates, but we won't be for long, which is one of the reasons a 9 % increase is necessary. Another reason for a 9 % increase is the increased security competition between BID's. Currently Downtown BID and Fashion District start at .50 cents higher, and the new bar has been set by the new Pasadena BID which starts at \$9.00 an hour. This has already directly affected us with one of our ambassadors leaving for Pasadena.

-Also as the cost increase sheet illustrates FCP will have an additional maintenance cost in the future of \$37,000 because we won't have our LASHA grants for 2 employees next year, this is

taken into account in the above budget numbers. ***\*Please see next page for Increase Cost details.***

-The question was posed as to what we do with this security and maintenance 2003 proposal? It was decided that these were good working number to begin with for the 2003 budget.

<b>Increase Costs</b>			
<b>Maintenance and Security</b>			
<b>Security</b>	<b>2001(current)</b>	<b>2002(Increase 3 %)</b>	<b>2003(Increase 9%)</b>
Entry Rate	\$8.00	\$8.24	\$9.00
After 1 year	\$8.75	\$9.01	\$9.75
<b>Maintenance</b>			
Entry Rate	\$7.50	\$7.73	\$8.42
Highest Rate(supervisor)	\$8.50	\$8.76	\$9.54
Additional Cost			
No LASHA 2 current free employees would cost	\$37,000.00		

C. Marketing-The marketing budget is at \$50,000 for 2001. Should we increase or decrease this amount and what should the focus of the marketing effort be?

-Darryl Holter laid out FCP's current marketing philosophy in terms of whom we are marketing to. Our main audience/focus should be the property owners, the next in line would be the businesses, third would be the residents/community, and forth would be people outside our district.

-Next Steve Gibson listed what the marketing efforts goals should be.

- ☐ Events (already have built in events, like the Roses Festival)
- ☐ Partnerships with other organizations
- ☐ Take advantage of other events that are already occurring.

What's important for the Corridor at the moment is as follows.

- ☐ Newsletter (cost \$12,000-\$13,000 a year to produce)
- ☐ Roses Festival (we co-sponsor)
- ☐ Web-Site (maintenance)
- ☐ Other Partnership opportunities that arise

-A working number of \$60,000 was picked for the marketing portion of the 2003 budget.

D. Administration-An administration budget was distributed with budget figures for 2001, 2002, and working numbers for 2003(new BID). ***\*Please see details below.***

<b>Administration Budget</b>			
<b>Administration</b>	<b>2001</b>	<b>2002</b>	<b>2003(new BID)</b>
Actual			
Executive Director	\$78,000	\$78,000	\$60,000
Assistant			\$25,000
Benefits			\$17,000
Sub Total Labor	\$78,000	\$78,000	\$102,000
Rent	\$6,600	\$7,200	\$7,700



Insurance	\$7,000	\$7,500	\$7,750
Office Expense	\$10,000	\$10,000	\$12,000
Travel Expense	\$2,000	\$2,500	\$3,000
Professional Fees	\$2,500	\$2,500	\$3,000
Taxes	\$219	\$250	\$300
Contingency	\$2,500	\$2,500	\$3,000
BID Renewal Exp		\$5,000	\$0
<b>Total Budget</b>	<b>\$108,819</b>	<b>\$115,450</b>	<b>\$138,750</b>

E. Special Programs- Discussed were what programs are we a part of at the moment and going into the next term of the BID. Those included the Flower Street Task Force, Clean-up Day, Downtown LA Walks wayfinding, Confederation of Downtown Associations, IDA meetings, and Angel's Walk. A working number for this portion of the 2003 budget was chosen as \$20,000.

F. Boundaries-New areas to look at for expansion include Vermont south of Jefferson, East on Washington, south of MLK on Figueroa, and Jefferson to Vermont.

H. Term-We chose a 7-year term to begin working with for the renewal, 5 years is the minimum.

## **V. NEW PROGRAMS.....do we want to add any programs that we are not currently funding?**

-None were brought up.

## **VI. Summary....elements of new management plan**

A. Make recommendations on what to include in the new management plan.

B. Draft Budget for new plan.

## **VII. Public Comment on Agenda Items....**

-There were no public comments on agenda items.

## **VIII. Next Steps**

-These include identifying possibilities of what areas to expand into, gathering property information, and setting up meetings with property owners.

**The purpose of this strategic planning meeting is to develop recommendations for programs, services, and budgets to be included in the process to renew the Business Improvement District. No final decisions will be made at this meeting. Final decisions on all elements of the management plan will be made at a future Board of Directors meeting.**



# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, November 13, 2001

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	x	
<i>Eska Wilson</i>	x	
<i>James R. Gilson</i>	x	
<i>Margaret Farnum</i>	x	
<i>Eloise Helwig</i>	x	
<i>Steve Needleman</i>	x	
<i>Andy Stamatini</i>	x	
<i>Lola Nix</i>	x	
<i>Scott Dobbins</i>		x
<i>Deborah James</i>	x	
<i>David Nisenbaum</i>	x	
<i>Steve Miller</i>	x	
<i>Father David Pansini</i>	x	
<i>Albert A. Salah</i>	x	
<i>James Meyer</i>		x
<i>Fred Yadegar</i>	x	
<i>Peter W. Dauterive</i>		x
<i>Alex Guillen</i>		x
<i>Leonard Shenkin</i>	x	
<i>Joseph Zanetta</i>	x	
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>		x
<i>David Roberts, Field Representative, CD 8</i>	x	
<i>Jan Perry's office, Field Representative, CD 9</i>		x
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		x
<i>Julie Nelson, Captain, Southwest Division, LAPD</i>		x
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Steve Gibson, Executive Director</i>		x
<i>Aaron Aulenta</i>	x	

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

tel

213.746.9577

fax

213.746.7876

### I. CALL TO ORDER

The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

A.) Darryl Holter convened the meeting at 12:15 p.m.

## **II. PUBLIC COMMENT ON AGENDA ITEMS**

There were no public comments.

## **III. APPROVAL OF MINUTES**

Albert Salah moved to approve the 7/10/01 and 10/9/01 Board of Director meeting minutes. Leonard Shenkin seconded, which passed.

## **IV. FINANCIAL REPORT** *(Eska Wilson)*

FCP's expenses are close to the budget. We have collected \$ 459,409 out of the \$ 477,920 that was budgeted. Burns security and Chrysalis maintenance are paid through the end of August. These both are within budget. All the other items are within budget as well or the overages are small enough not to cause alarm.

MOTION: To accept Financial Report has to be postponed until next meeting because a quorum could not be reached.

**Due to the strategic planning session immediately following the Board meeting there will not be a chairman's report or an executive director's report.**

## VIII. NEW BUSINESS *(Darryl Holter/Steve Gibson)*

-There was a discussion of the Brown Act (the open meeting law) and what it means to our BID. We discussed the public comment portion of the meetings and the postings that are required before meetings. There was a question if we also need to post notices for the sub-committee meetings, for example the marketing meeting. The point was brought up that decisions aren't made at these meeting they're just recommendations to the Board.

-The point was brought up to revisit the quorum by-laws at the next executive committee meeting.

## **VIII. ADJOURN**

To the Strategic Planning Meeting at 11:30 am.

## **I. OVERVIEW OF BID RENEWAL PROCESS**

## **II. VISION FOR THE FIGUEROA CORRIDOR...what do we see in the next 10 years.**

-Darryl Holter first passed out the attached document, *"The Figueroa Corridor and the Future"*. This document provides a historic perspective of the corridor and the changes it has already gone through. Also included is what we can possibly expect for the Corridor in the future and key issues the BID could focus on in the future. ***\*Please see attached pages.***

-Steve Gibson next had all the members that were present list what they see happening in the Figueroa Corridor in the next 10 years. These projects mentioned are listed below.

- ❑ Light Rail
- ❑ New USC Sports Complex
- ❑ Expanding Natural History Museum
- ❑ Exposition Park parking lots
- ❑ Exposition Park Master Plan-Phase 2
- ❑ New LAUSD Science School K-5<sup>th</sup>
- ❑ New Community Center @ MLK/Vermont
- ❑ Staples Impact? Hotel? More Residential in South Park
- ❑ Mosque Community Center and Education @ Vermont/Exposition
- ❑ Redesign of Vermont btwn. MLK and Exposition
- ❑ Retail on Figueroa improving, expanding
- ❑ Adaptive Reuse of Orthopaedic Hospital- multidiscipline school, handicap park, bio-med research facility
- ❑ Renewed Sports Arena, Profitable Coliseum, NFL team?
- ❑ Shrine Auditorium, Royal St. redo, upgrade interior, parking structure
- ❑ More pride in Residential
- ❑ Mount St. Mary's weekend school for teacher education
- ❑ Mount St. Mary's Infant and Child Care Center
- ❑ Changes to Vermont
- ❑ Less Residential on Figueroa

### III. REVIEW CURRENT MANAGEMENT PLAN, PROGRAMS AND BUDGETS

Budget items	2001(current)	2002(3% increase)	2003(new BID) Working numbers
A. Maintenance	\$100,000.00	\$103,000.00	\$150,290.00
B. Security	\$265,000.00	\$272,950.00	\$304,750.00
C. Marketing	\$50,000.00	\$51,500.00	
D. Administration	\$114,690.00	\$118,131.00	
E. Special Programs	\$10,000.00	\$10,300.00	
<b>Total Budget</b>	<b>\$539,690.00</b>	<b>\$555,881.00</b>	

F. Boundaries- Currently along Figueroa/Flower from 10 freeway to MLK.

G. Assessment Methodology- Frontage assessed with separate rates on Figueroa, Flower, and other streets.

H. Term- Current term runs five years.

***\*Attached are the security and maintenance reports for 2001.***

### IV. CHANGES TO CURRENT PROGRAMS AND BUDGETS

Do we want to do anything differently in the next 5-10 years to fulfill the vision?

-Before we got into the proposed budgets for security and maintenance the question was asked if there were any issues on how FCP provides service? The answer was no.

Working numbers to begin discussing a new security and maintenance budget for 2003(new BID) are as follows;

	2003(new BID)
A. Maintenance	\$150,290 (this is assuming FCP doesn't have 2 employee grants)
B. Security	\$304,750

-A cost increase sheet was passed out detailing the entry rate level of pay for security and maintenance and how this has increased and will need to by 2003. We are currently in accordance with the living wage ordinance at our current rates, but we won't be for long, which is one of the reasons a 9 % increase is necessary. Another reason for a 9 % increase is the increased security competition between BID's. Currently Downtown BID and Fashion District start at .50 cents higher, and the new bar has been set by the new Pasadena BID which starts at \$9.00 an hour. This has already directly affected us with one of our ambassadors leaving for Pasadena.

-Also as the cost increase sheet illustrates FCP will have an additional maintenance cost in the future of \$37,000 because we won't have our LASHA grants for 2 employees next year, this is

taken into account in the above budget numbers. ***\*Please see next page for Increase Cost details.***

-The question was posed as to what we do with this security and maintenance 2003 proposal? It was decided that these were good working number to begin with for the 2003 budget.

<b>Increase Costs</b>			
<b>Maintenance and Security</b>			
<b>Security</b>	<b>2001(current)</b>	<b>2002(Increase 3 %)</b>	<b>2003(Increase 9%)</b>
Entry Rate	\$8.00	\$8.24	\$9.00
After 1 year	\$8.75	\$9.01	\$9.75
<b>Maintenance</b>			
Entry Rate	\$7.50	\$7.73	\$8.42
Highest Rate(supervisor)	\$8.50	\$8.76	\$9.54
Additional Cost			
No LASHA 2 current free employees would cost	\$37,000.00		

C. Marketing-The marketing budget is at \$50,000 for 2001. Should we increase or decrease this amount and what should the focus of the marketing effort be?

-Darryl Holter laid out FCP's current marketing philosophy in terms of whom we are marketing to. Our main audience/focus should be the property owners, the next in line would be the businesses, third would be the residents/community, and fourth would be people outside our district.

-Next Steve Gibson listed what the marketing efforts goals should be.

- ☐ Events (already have built in events, like the Roses Festival)
- ☐ Partnerships with other organizations
- ☐ Take advantage of other events that are already occurring.

What's important for the Corridor at the moment is as follows.

- ☐ Newsletter (cost \$12,000-\$13,000 a year to produce)
- ☐ Roses Festival (we co-sponsor)
- ☐ Web-Site (maintenance)
- ☐ Other Partnership opportunities that arise

-A working number of \$60,000 was picked for the marketing portion of the 2003 budget.

D. Administration-An administration budget was distributed with budget figures for 2001, 2002, and working numbers for 2003(new BID). ***\*Please see details below.***

<b>Administration Budget</b>			
<b>Administration</b>	<b>2001</b>	<b>2002</b>	<b>2003(new BID)</b>
Actual			
Executive Director	\$78,000	\$78,000	\$60,000
Assistant			\$25,000
Benefits			\$17,000
Sub Total Labor	\$78,000	\$78,000	\$102,000
Rent	\$6,600	\$7,200	\$7,700

Insurance	\$7,000	\$7,500	\$7,750
Office Expense	\$10,000	\$10,000	\$12,000
Travel Expense	\$2,000	\$2,500	\$3,000
Professional Fees	\$2,500	\$2,500	\$3,000
Taxes	\$219	\$250	\$300
Contingency	\$2,500	\$2,500	\$3,000
BID Renewal Exp		\$5,000	\$0
<b>Total Budget</b>	<b>\$108,819</b>	<b>\$115,450</b>	<b>\$138,750</b>

E. Special Programs- Discussed were what programs are we a part of at the moment and going into the next term of the BID. Those included the Flower Street Task Force, Clean-up Day, Downtown LA Walks wayfinding, Confederation of Downtown Associations, IDA meetings, and Angel's Walk. A working number for this portion of the 2003 budget was chosen as \$20,000.

F. Boundaries-New areas to look at for expansion include Vermont south of Jefferson, East on Washington, south of MLK on Figueroa, and Jefferson to Vermont.

H. Term-We chose a 7-year term to begin working with for the renewal, 5 years is the minimum.

## **V. NEW PROGRAMS.....do we want to add any programs that we are not currently funding?**

-None were brought up.

## **VI. Summary....elements of new management plan**

A. Make recommendations on what to include in the new management plan.

B. Draft Budget for new plan.

## **VII. Public Comment on Agenda Items....**

-There were no public comments on agenda items.

## **VIII. Next Steps**

-These include identifying possibilities of what areas to expand into, gathering property information, and setting up meetings with property owners.

**The purpose of this strategic planning meeting is to develop recommendations for programs, services, and budgets to be included in the process to renew the Business Improvement District. No final decisions will be made at this meeting. Final decisions on all elements of the management plan will be made at a future Board of Directors meeting.**





# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, December 11, 2001

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

**tel**

213.746.9577

**fax**

213.746.7876

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	x	
<i>Eska Wilson</i>	x	
<i>James R. Gilson</i>	x	
<i>Margaret Farnum</i>	x	
<i>Eloise Helwig</i>		x
<i>Steve Needleman</i>	x	
<i>Andy Stamatina</i>	x	
<i>Lola Nix</i>	x	
<i>Scott Dobbins</i>		x
<i>Deborah James</i>	x	
<i>David Nisenbaum</i>	x	
<i>Steve Miller</i>	x	
<i>Father David Pansini</i>		x
<i>Albert A. Salah</i>	x	
<i>James Meyer</i>		x
<i>Fred Yadegar</i>	x	
<i>Peter W. Dauterive</i>		x
<i>Alex Guillen</i>		x
<i>Leonard Shenkin</i>	x	
<i>Joseph Zanetta</i>		x
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>		x
<i>David Roberts, Field Representative, CD 8</i>	x	
<i>John Sheppard, Field Representative, CD 9</i>		x
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		x
<i>Julie Nelson, Captain, Southwest Division, LAPD</i>		x
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Steve Gibson, Executive Director</i>	x	
<i>Aaron Aulenta</i>	x	

### I. CALL TO ORDER

The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

A.) Darryl Holter convened the meeting at 12:10 p.m.

## **II. Public Comment**

There were no public comments.

## **III. APPROVAL OF MINUTES**

Margaret Farnum moved to approve the 11/13/01 Board of Directors meeting minutes. Steve Miller seconded, which passed.

## **IV. FINANCIAL REPORT** *(Eska Wilson)*

Passed out was a sheet with both titled, "proposed budget 2002". This sheet contains both the 11 month results for 2001 and the proposed budget 2002. The 2001 results were discussed first, with \$462,057 collected out of a possible \$477,920, with more money expected from the City. We are under budget for all expenses at this point. The proposed revenue figure for 2002 is \$494,067 after city fees are collected and with expected interest from the bank added in. The proposed security budget is bumped up a bit, in anticipation of the hourly rates going up. The proposed maintenance budget is quite a bit more because we are anticipating we won't have LAHSA grants for two of our employees anymore. FCP should break even by the end of 2002, the last year of this five-year term, if we stay within the proposed budget.

MOTION: To accept Financial Report and Proposed Budget 2002

Moved by: Jim Gilson

Seconded by: Albert Salah

Passed: Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report** (Darryl Holter)

-The fall newsletter is expected to be out Friday or early next week.

-We have asked for estimates on specific items from our marketing contract for 2002. We have received an RFP from Alison Jefferson on some of these tasks, and are waiting for other estimates to come in.

-We have already begun discussing content for the winter newsletter; the deadline for articles is set for January 15<sup>th</sup>.

## **VI. EXECUTIVE DIRECTOR REPORT** (Steve Gibson)

-Steve Gibson presented an updated preliminary Discussion Draft for BID renewal and expansion, which was presented at the November meeting, but with different figures. Steve has broken all streets within the corridor into different levels of service tiers and shown the budget breakdown for each. All of the tiers receive security, daily graffiti removal and trashcan pick-up. Tier 1 receives 6 days of hand/machine sweeping, Tier 2 receives 3 days, and Tier 3 receives no days of this service. The percentage of street frontage, percentage of frontage in each tier and effort allocation for each tier are also illustrated, these multipliers help create the assessment figures. The current thinking for what the assessment rate would be for each tier is

listed, as are the current assessment rates. The question was asked if anyone wanted to build an argument for changing the tiers we have come up with, and nobody wished too. The second page of the discussion draft details the street classifications according to the service tiers. Also included in the preliminary discussion draft were projected Maintenance, Security, Communications, and Administration budgets for renewal plus expansion. The maintenance budget has been reformatted from before, and the others are the same as presented in the November meeting. There were questions about whether there is enough money in the administration budget, and how it might be wise to budget some more money here. It was pointed out that there is no money in this budget allocated towards capital improvements, such as stamped asphalt intersections. The out of pocket expenditures for renewal look to be only the printing of the management plan, and the mailing of the petition/management plan.

## **VII. CHAIRMAN REPORT** *(Darryl Holter)*

-Darryl Holter had A. Bingham Cherrie speak on the stamped asphalt issue before he began his Chairman Report. Maintenance of the intersections is a big issue, especially since the life of the stamped asphalt isn't long. There is citywide encouragement to maintain the stamped asphalt intersections. Currently the city is re-heating the existing stamped intersections and re-stamping them.

-The issue of an amendment to the by-laws in regards to the meeting quorum will be discussed at the next executive committee meeting and then brought back to the Board at the January meeting.

-This holiday season the Figueroa Corridor will continue with it's tradition of giving Holiday bonuses to the Ambassador and Clean Team. A Holiday party is planned for Friday, December 14 in the Ambassador offices with food and a gift raffle.

## **VII. NEW BUSINESS** *(Darryl Holter)*

-A Figueroa Corridor Board Member Re-Election Ballot was distributed for all the Board to vote on the members of the Executive Committee for another year and the members of the Board for another year. The results were as follows; all existing Executive Committee members were re-elected and all existing Board members were re-elected, except for Alex Guillen from LA Neighborhood Housing who was dropped from Board membership.

## **VIII. ADJOURNMENT**

There being no further business of the Board of Directors, the meeting was adjourned at 1:25 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Margaret Farnum

Seconded by: Steve Needleman

Vote: Passed

Approved this 11<sup>h</sup> Day of December 2001.

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Darryl Holter, Chair

**ATTEST:**

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Steve Gibson, Executive Director